

FIRST MADE-IN-CAROLINAS EXPOSITION EVER HELD NOW A CERTAINTY

Company With One Hundred Thousand Dollars in Stock Formed to Construct Monster Building with 100,000 Feet of Floor Space and Hold First Exposition Ever Attempted Featuring Carolina-Made Products, Manufacturers Already Reserving Space Rapidly.

The secretary of state has just issued charter to the Carolina Exposition company has one hundred thousand dollars in common stock, taken by practically all the bankers, merchants, and business men of Charlotte.

The incorporators are as follows: A. J. Draper, past president of the American Cotton Manufacturers' association and one of the best known manufacturers in the United States; J. B. Efrid, head of the Efrid chain

of stores; Charles Parker, president of Parker-Gardner company; Norman A. Cocke, vice president and treasurer of the Southern Power company; David Owens, of J. B. Ivey and company; H. O. Miller, president of the Carolina Baking company; S. S. Alexander, Jr., Southern representative of Crompton-Knowles Loom works; Joe Fitzsimmons, president Carolinas Auto Supply house; Lane Etheridge, president Pyramid Motor company; John L. Dabbs, southern manager for DuPont and J. C. Patton, of The Charlotte Observer.

Purposes of Company
Work will commence within a few days on the construction of a building 250 by 400 feet, which will provide 100,000 feet of floor space, about 70,000 of which will be used for displaying Carolina-made products. The building will be thoroughly equipped for comfort and convenience, being provided with rest rooms, smoking rooms, band

It will be the largest building of its kind on one floor in the south.

The exposition will be held most likely the first two weeks in September, exact date, along with complete list of officers to be named within the next few days.

It is predicted by those familiar with the plans that fully 100,000 people will attend this exposition, and special efforts are to be made to bring school teachers from all over the Carolinas to the show, in order that they may study the wonderful variety of exhibits on display. It will be an eye opener to every one, for the 2,000 manufacturers of the Carolinas are manufacturing today practically every article made in America.

There will be on hand machinery making cigarettes, plug tobacco, cigars, cold drinks, hosiery, cloth, candies and medicines, shoes and wood products and it is expected that at this show will be represented the finished products made from wood, cotton, peanuts, cotton seed, minerals, chemicals, leather and all of our raw materials. The furniture manufacturers, the woodworking manufacturers, the monument,

people, the shoe makers, the candy and confection manufacturers, the cloth and hosiery people, the hat makers, the overall people, the stocking and dress goods makers, the yarn and cloth people, the silk mills, the power developers, the fertilizer manufacturers, the chemists—in fact all of the manufactured lines of the two states, including everything from automobiles and farm implements, an don down to toothpicks will be on display.

Millions Sent Away
Each year millions upon millions of dollars are sent out of the Carolinas for goods that are being made at home in equal quantity and the main purpose of this, the first Made-In-Carolinas exhibit ever held, is to familiarize the people of the two Carolinas with the wonderful variety and matchless quality of home made goods, so that more liberal backing may be given the home products.

Various committees are at work arranging the many details of this exposition—an exposition which is by far the largest ever before attempted by any states of the south. The committee on entertainment will bring a musical program to the show which will cost \$15,000 to \$18,000. The most noted band and the most noted talent of America will be on hand for the two weeks.

In addition various meetings of associations and industrial bodies will be held during the show.

The exhibits will come from all parts of the Carolinas and already over 10 thousand feet of the available 70,000 feet of floor space has been spoken for by such well known manufacturers as the American Tobacco Company, Anderson Motor Co., Rock Hill, S. C., Durham Hosiery Mills, P. H. Hanes Knitting Mills, Liddell Foundry; Cement Products Corporation of Wilmington; American Products Corporation, of Reidsville; Geoghegan Shirt Co., of Reidsville; El-Rees-So Cigar company, of Greensboro; Southern Ice Machine Co., Carolina Baking company; Lance Packing company, Charlotte Marble and Granite Works, and numerous other Charlotte concerns; Tomlinson Chair Company, of High Point; Citizens Lumber company, of Biltmore, etc.

Next week W. J. Squire and J. S. Rust, who are in charge of sale of space in the two states, will begin their calls upon manufacturers.

A publicity committee composed of W. C. Dowd, publisher of The Evening News, chairman; A. G. Walton and J. C. Patton has been appointed to handle the publicity for the exposition, while a committee on selection of site has been made up of H. O. Miller, E. C. Griffith and E. P. Cotes.

Officers have been opened up in the city with Miss Margaret Holt as office secretary on hand at all times. All mail should be addressed to Carolinas Exposition company, P. O. Box 1325.

The Charlotte Chamber of Commerce and other business and social bodies of Charlotte are co-operating in every way possible to make the visit of the thousands who will come to the show pleasant.

In addition to a musical program, numerous speakers of note will be on the program and their subjects will have to do with the great development industrially in the Carolinas during the past twenty years.

Carter Applauds Idea.
Mr. A. B. Carter, of Greenville, S. C., organizer and founder of the Southern Textile Exposition company, and secretary and treasurer of the show up until the last show, was in Charlotte this week and had this to say about the proposed Made-In-Carolina exposition:

"We have been holding in Greenville since 1915, a semi-annual textile machinery show. These shows have been a big success from the start and they have been the means of bringing the manufacturer and machinery dealers closer together. To show how the public generally has patronized these exhibits, there were at the last show 70,000 people in attendance during one week.

"Since coming here and talking to your show promoters I have learned things about my own state which I did not know before. I

have learned that we manufacture shoes and shirts and numerous other products in South Carolina which I never heard of before.

"It seems to me that an exposition which will feature all of the manufactured products of all classes in the Carolinas should be a wonderful thing for man educational standpoint and should do much to show our people what vast strides have been made by Carolina manufacturers.

"I think the idea of a made-in-Carolinas exposition is a great one and I predict for your show a striking success."

GROWER SHOULD VISIT MARKET

Many times a personal visit to the market will more than repay the shipper for the cost of the trip, says the United States Department of Agriculture. Points that seem trivial to the producer often are very important to the dealer. Such a visit enables the grower to acquaint himself personally with the distributors, to learn the difficulties of the "man at the other end," and to improve his marketing practices.

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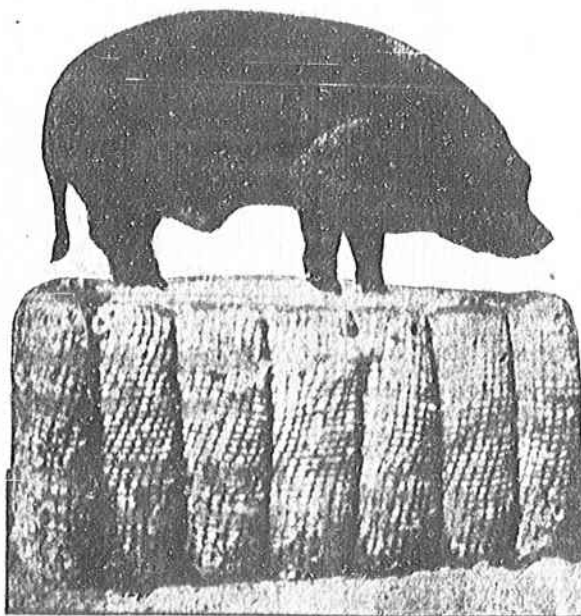
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